

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Breakfast Cereal Market 2018, Forecast to 2023

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Abstracts

Breakfast cereals are available in different variety, but the essential ingredient is grains. Commonly used grains include oats, rice, barley, wheat, and corn. Few hot cereals such as oatmeal does not comprise any other ingredient while other variants may include coloring agents, yeast, salts, minerals, vitamins, sweeteners, and food preservatives.

Scope of the Report

This report focuses on the Breakfast Cereal in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Changing breakfast habits and demographics across the emerging economies have been acting as the major growth drivers for global demand of breakfast cereals. The increasing preference of western dietary patterns has further led to the growth of global breakfast cereals market in the recent past. The wide assortment of alternative breakfast items specific to every region and inexpensive breakfast options may create obstacles for the growth of the market. The breakfast cereals market has an opportunity to grow tremendously due to the ongoing product innovation in the flavors and inclusion organic ingredients in breakfast cereals.

APAC is the fastest-growing market for breakfast cereals. The increasing demand for healthy ready-to-eat breakfast is fueling the breakfast cereals market in APAC. Many doctors and nutritionists recommend the intake of breakfast cereals as opposed to traditional breakfast items. The increasing awareness about cardiovascular diseases, diabetes, and obesity is influencing the purchase decision of consumers. Consumers in developing countries such as India, Malaysia, Indonesia, and others are increasingly choosing Western diets due to the increased rate of urbanization. Companies such as Kellogg, Bagrry's India, and Quaker Oats are the top manufacturers of breakfast cereals

in India. Hot cereals are highly preferred than cold cereals due to the traditional breakfast preferences of Indians.

The worldwide market for Breakfast Cereal is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

General Mills

Kellogg

PepsiCo

Post Holdings

Nature Foods Company

Bob's Red Mill Natural Foods

Carman's Fine Foods

Cereal Partners Worldwide (CPW)

Family Cereal

Marico

MCKEE FOODS

Nature's Path Foods

The Jordans & Ryvita Company

TreeHouse Foods

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Hot Cereals

Ready-to-Eat Cereals

Market Segment by Applications, can be divided into

Supermarket

E-Commerce

Convenience Store

There are 15 Chapters to deeply display the global Breakfast Cereal market.

Chapter 1, to describe Breakfast Cereal Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Breakfast Cereal, with sales, revenue, and price of Breakfast Cereal, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share

of Breakfast Cereal, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Breakfast Cereal market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Breakfast Cereal sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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